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REVIEW
Decatur, Illinois
June 22, 1963

As a Cigarette Should

CIGARETTE manufacturers, under attack from some health authorities, are taking steps to keep their business from going up in smoke.

The lung cancer - smoking controversy conceivably could reach the stage where restrictive legislation is written into the state and federal books.

Cigarette advertisments have been prominent in college publications, showing admirable he-men and adorable she - women having an ecstatic time dragging on the weed.

Now it has been made public that most leading cigarette makers plan to stop such direct advertising on campus. The generous view would be that the tobacco men are concerned about the health of older children and young adults, both of which are known to inhabit today's colleges. But the voice of cynicism says here is a calculated cut-back in one area of profit-seeking as a hedge against an arousable public opinion.

Whether public health now will improve remains a question for debate. At the very least, the tobacco industry must be given credit for relieving college administrations of the burden of decision whether or not to sell advertising space to cigarette representatives.

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COURANT
Hartford, Conn.
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Cigarette Makers Change Their Policy

A significant change in the advertising policy of cigarette manufacturers was announced this week. Most of the major companies have decided to stop advertising in college newspapers, magazines, and football programs, and discontinue the use of campus representatives. The companies involved say, that their attitude is based on the concept that smoking is an adult custom. And it is to avoid misconceptions that they are determined to withdraw from advertising to audiences that are not adults.

At the same time Canadian tobacco manufacturers announced that they are shifting their cigarette commercials to the late evening hours of television and radio "to keep youngsters from getting the idea that smoking is grownup and the thing to do."

Even more startling is the announcement that several large companies are considering a self-regulating code that would, among other things, ban the use of athletes from cigarette ads. To many this has been the most offensive practice of all. To depict famous baseball and football stars as cigarette smokers cannot but have an impression on adolescents who look up to these men as heroes. It is, in the minds of many, a most shameful practice to imply that cigarette smoking and manliness go hand in hand.

There is as yet no definite medical link between smoking and cancer. But even so, nobody has ever shown either that smoking and manliness go together. If the cigarette companies will eliminate this and similar shoddy practices they will immediately create good will for themselves. Let any nicotine-stained adult smoke or not as he pleases. For there are many who enjoy the practice and take a fatalistic attitude toward the results. But it is a horse of a different color when cigarette advertising is directly aimed at young people making them believe that popularity and success in athletics are somehow bound up with smoking.

REGISTER
Des Moines, Iowa
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Cigarettes on the Campus

The major cigarette manufacturers deserve praise for their reported decision to stop promoting the sale of cigarettes to college-age youths.

Cigarette advertising has been a source of revenue to student publications, athletes who share in the money from sales of football programs carrying cigarette advertising and those college youths hired by tobacco companies to give away sample packages of cigarettes.

The college youths who have benefitted directly or indirectly from cigarette promotional activities will regret the loss of income. They also won't be happy about the implication in the new tobacco company policy that they are not mature enough to make their own decision on whether to smoke cigarettes without being influenced by advertising and promotion.

The parents who don't want their children to follow their own examples and become cigarette addicts will welcome the new policy for two reasons. One is the rather forlorn hope that there will be a little less incentive for youngsters to start smoking.

The other reason is that this new policy implies recognition by the tobacco companies that it isn't a good idea for college-age youths to start smoking. The tobacco makers contend that the alleged health hazard in cigarette smoking has not been proved, but by eliminating their selling appeals to college-age youth they seem to be accepting the view that there might be some danger.

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